WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

99% INVISIBLE

REGISTERED TRADEMARK - USPTO (USA)

210 Serial number
88534137

111 Registration number
5982637

551 Kind of mark
Individual

550 Type of mark
Combined

511 Nice classification - NCL
41

220 Application date
July 24, 2019

151 Registration date
February 11, 2020

540 Reproduction of the mark

541 Reproduction of the mark where the mark is represented in standard characters
99% INVISIBLE

NAMES AND ADDRESSES

730 NAME AND ADDRESS OF THE APPLICANT OR THE HOLDER

- Name
99% Invisible Inc.
- Kind
Legal Entity
- Address
2100 FRANKLIN STREET
7TH FLOOR; 94612 Oakland; CA
- Country
USA

- Name
99% Invisible Inc.
- Kind
Legal Entity
- Address
c/o Heraty Law PLLC;
1732 First Ave
Ste 20417; 10128 New York; NY
- Country
USA

750 ADDRESS FOR CORRESPONDENCE

- Name
99% Invisible Inc.
- Address
2100 FRANKLIN STREET
7TH FLOOR; Oakland,
CA 94612; United States

CLASSIFICATION

511 THE INTERNATIONAL CLASSIFICATION OF GOODS AND SERVICES FOR THE PURPOSES OF THE REGISTRATION OF MARKS (NICE CLASSIFICATION) AND/OR LIST OF GOODS AND/OR SERVICES CLASSIFIED ACCORDING THERETO

- 41

educational and entertainment services, namely, a continuing program about creative aspects of human behavior accessible by means of radio, computer networks, web-based applications • educational services, namely, providing a continuing prerecorded audio program in the field of creative aspects of human behavior accessible over the internet • entertainment services, namely, providing podcasts in the field of creative aspects of human behavior • on-line journals, namely, blogs featuring creative aspects of human behavior

532 NATIONAL CLASSIFICATION OF THE FIGURATIVE ELEMENTS- US DESIGN CODES

- 25.03.02

Backgrounds covered with other squares or rectangles

- 26.09.21

Squares that are completely or partially shaded

- 26.17.01

Straight line(s), band(s) or bar(s)

- 26.17.04

Vertical line(s), band(s) or bar(s)

- 26.17.05

Horizontal line(s), band(s) or bar(s)

IP OFFICE - USPTO (USA)

UNITED STATES PATENT AND TRADEMARK OFFICE

uspto

- Official status

Live/Registered

- Status date

February 11, 2020

- Country of filing

USA

Disclaimer: Global Brand Database does not ensure the correctness nor the completeness of the information.

FURTHER INFORMATION

270 Application language

en

571 Description of mark

The mark consists of a dark gray grid on a black background; in the lower left portion of the grid appears "99%" in the color yellow, stacked atop the wording "INVISIBLE" in the color white; a yellow box appears in the upper right-hand corner.